ToolGPA

NOVEMBER 2026

# Optimizely

## The Insider's Guide

Experimentation, feature flags and a CMS for digital teams




**Every plan, grade, refund rule and rival among website and product analytics tools, read from Optimizely's own pages.**

Made by Optimizely · checked Nov 12, 2026 · toolgpa.com

1.8
GPA

# Optimizely

# Contents


**01 Welcome**
What it is, who it suits, its grades and the ten things to know first

**02 What it costs**
Every plan, the free plan, ways to pay less and how prices have moved

**03 What it does**
Its main features, where it runs, what it works with and who makes it

**04 Where it stands**
Its grades against its category, and whether to keep it or make your own

**05 The alternatives**
The tools it is most often weighed against, side by side

**06 Quick answers**
The questions people ask about it, each answered in a line or two

**07 About ToolGPA**
Who made this guide, what else is on the site, and how to cite it


ToolGPA put this guide together from Optimizely's own pages, its app-store listings and our grades. Every fact in it is on Optimizely's page too, where it is kept up to date. Checked Nov 12, 2026.

# Welcome

What it is, who it suits, its grades and the ten things to know first

**1.8**

GPA, above 7 of the 58 other website and product analytics tools we grade

Optimizely sells an AI platform for digital experiences that includes a CMS, experimentation and agent tools. Its Agentic Experimentation product covers web experimentation and feature experimentation, with multivariate tests, bandits and feature management. Plans are individually packaged and quoted.

> "
>
> **It publishes no prices, and there's no free plan or trial listed.**
>
> From our report card of Optimizely

To get you started, here are **7 things to know about Optimizely**, taken from its own pages and our grades.

**1** **Best for enterprise A/B testing and experiments**

Optimizely is a platform for web experiments, feature flags and content, and a few related products.

**2** **It runs on Web**

Web.

**3** **Web experimentation**

A/B and multivariate tests on the front end of a site, which the vendor says run flicker-free.

**4** **Feature experimentation and management**

Experiments and feature releases controlled from code, aimed at engineering teams.

**5** **Bandits and AI assistance**

Multi-armed bandits and AI help with test ideas, test plans and reading results.

**6** **A 1.8 GPA, above 7 of 58**

That is against the other website and product analytics tools we grade, on value, the free plan, features, ease of use and platforms.

**7** **Keep it**

To replace Optimizely you would be making an AI agent, with the models and the safeguards behind it. That is not a weekend's work, with an AI app builder or without one.

### Optimizely at a glance

| | |
|---|---|
| PRICING<br>Paid | FREE PLAN<br>No |
| FREE TRIAL<br>None stated | RUNS ON<br>Web |
| MADE BY<br>Optimizely | CATEGORY<br>Website & Product Analytics |
| OUR GRADE<br>1.8 GPA, weak | |

## The report card

### Best for enterprise A/B testing and experiments

Optimizely is a platform for web experiments, feature flags and content, and a few related products. It publishes no prices, and there's no free plan or trial listed. Expect a sales call before you see a number.

| TOOLGPA REPORT CARD | **Optimizely** | Graded Nov 12, 2026 |
|---|---|---|

| SUBJECT | GRADE | COMMENT |
|---|---|---|
| **Value for money** | C | No prices are published; every plan is quoted after you describe your needs, so there's nothing to compare. |
| **Free plan and trial** | F | No free plan and no free trial on the plans page. |
| **Features** | B | Web experimentation, feature experimentation, bandits and AI help, plus a CMS and an agent platform. What's in your quote depends on which products you pick. |
| **Ease of use** | C | No store rating on record. A platform this broad comes with setup and a learning curve. |
| **Platforms and integrations** | C | Web only, with no integrations listed in the listing. |
| **Grade point average** | | Weak, out of 4.0 **1.8** |

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

### Who Optimizely is for

- ✓ Fits if you run many tests a month and have a team to run them
- ✓ Works for a large company that wants experiments, flags and content in one vendor

### Who it is not for

- ✗ Skip it if you want a price to look at, as nothing is published
- ✗ Not for you if you need a free plan or trial, because neither is listed
- ✗ Skip it if you are a small site that just wants simple page tests, as this is a platform
- ✗ Watch out: it's several products, so what a quote includes varies by which you choose

# Good to know

## Good for

- ✓ Large marketing and product teams running many experiments
- ✓ Teams that want experimentation and a CMS from one vendor
- ✓ Engineering teams that need feature flags tied to experiments

## Worth knowing

- ⓘ No prices are published: every plan is individually packaged and quoted after the buyer describes their needs.
- ⓘ Optimizely is a multi-product platform, so what a quote includes depends on which products are chosen.
- ⓘ No free plan or free trial is listed on the plans page.

# What it costs

Every plan, the free plan, ways to pay less and how prices have moved

Optimizely's current pricing could not be confirmed from its own site.

> **No prices are published; every plan is quoted after you describe your needs, so there's nothing to compare.**
>
> From our grade for value for money

We could not confirm Optimizely's current prices from its own site, so this guide lists no plans. optimizely.com has them.

# What it does

Its main features, where it runs, what it works with and who makes it

**1**

Place it runs: Web

Experimentation, feature flags and a CMS for digital teams. Here is what it does, as its own site describes it, and what it covers: AI features, AI agents, reports, a/B testing.

> **Web experimentation, feature experimentation, bandits and AI help, plus a CMS and an agent platform.**
>
> From our grade for features

### Web experimentation

A/B and multivariate tests on the front end of a site, which the vendor says run flicker-free.

### Feature experimentation and management

Experiments and feature releases controlled from code, aimed at engineering teams.

### Bandits and AI assistance

Multi-armed bandits and AI help with test ideas, test plans and reading results.

### Agentic CMS

A content management system sold alongside the experimentation tools.

## Agent platform

AI agents that automate marketing tasks and workflows.

### Where it runs

Web

### What it works with

Its own pages name no integrations.

Optimizely is made by Optimizely.

PART 04 · STANDING

# Where it stands

Its grades against its category, and whether to keep it or make your own

**7**/58

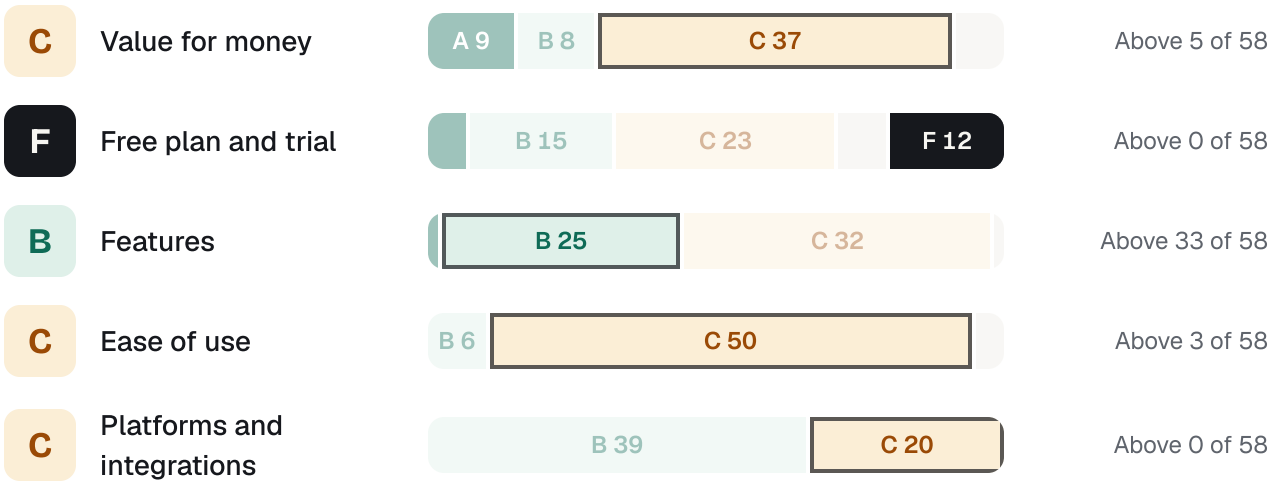
Other website and product analytics tools it is graded above

Optimizely's GPA of 1.8 is higher than 7 of the 58 other website and product analytics tools we grade, and level with 5.

It stands best on features (B, above 33 of 58) and worst on free plan and trial (F, above 0).

## Each grade against the category

Every bar is all 59 website and product analytics tools we grade, cut by the letter each got. Optimizely's own letter is outlined.




## Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

## Keep it

To replace Optimizely you would be making an AI agent, with the models and the safeguards behind it. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 46 of the 58 other website and product analytics tools grade higher.

### What you could make

- Reports: an app builder makes this well.

### What you could not

- An AI agent, with the models and the safeguards behind it.
- Splitting visitors between versions and telling you which won.
- The depth: we grade its features B, which means it covers the whole job.

**What this rests on.** Optimizely's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

# The alternatives

The tools it is most often weighed against, side by side



Wingify, AB Tasty, Kameleoon, PostHog and Amplitude

The 5 tools Optimizely is most often weighed against, with where each one differs from it.

2.4 GPA

## Wingify

Free trial

A/B testing, personalization and visitor recordings, formerly VWO.

- Optimizely also covers AI agents and reports.
- Wingify also covers session replay.

Optimizely and Wingify compared in full

---

1.6 GPA

## AB Tasty

Paid

Experimentation, personalization and feature rollout platform.

- Optimizely also covers AI agents and reports.

Optimizely and AB Tasty compared in full

---

2.0 GPA

## Kameleoon

Free trial · from $495/mo

A/B testing, feature management and personalization platform.

- Optimizely also covers AI agents.

Optimizely and Kameleoon compared in full



3.2
GPA

## PostHog

Free plan · from $0.00005

Open-source product analytics with replays, flags and surveys.

- PostHog has a free plan. Optimizely does not.
- PostHog is open source and self-hostable, according to its own site.
- Optimizely also covers AI agents and reports.

Optimizely and PostHog compared in full



3.0
GPA

## Amplitude

Free plan · from $900/yr

Product analytics with session replay, experiments and in-app guides.

- Amplitude has a free plan. Optimizely does not.
- Optimizely also covers AI agents and reports.
- Amplitude also covers surveys, web analytics and session replay.

Optimizely and Amplitude compared in full

PART 06 · QUESTIONS

# Quick answers

The questions people ask about it, each answered in a line or two

9

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

### Is Optimizely free?

No. Optimizely is a paid product.

### What platforms does Optimizely work on?

Optimizely is available on Web.

### Does Optimizely have an Android app?

No Android app was listed when its pages were read on Nov 12, 2026. Optimizely is listed for Web.

### Does Optimizely have an iPhone app?

No iPhone app was listed when its pages were read on Nov 12, 2026. Optimizely is listed for Web.

### Is Optimizely open source?

Optimizely is not described as open source on its own site, as read on Nov 12, 2026.

### Who makes Optimizely?

Optimizely is made by a company of the same name.

### What are the alternatives to Optimizely?

The closest alternatives to Optimizely in our directory are Wingify, AB Tasty, Kameleoon, PostHog and Amplitude.

### How does Optimizely compare with other website and product analytics tools?

Optimizely's GPA of 1.8 is higher than 7 of the 58 other website and product analytics tools we grade, and level with 5.

### Could I make my own version of Optimizely?

To replace Optimizely you would be making an AI agent, with the models and the safeguards behind it.

## Where this guide comes from

The prices, plans, platforms and features were read from Optimizely's own pages on Nov 12, 2026, and the grades were given on Nov 12, 2026. Graded from this listing, whose facts were read from Optimizely's own pages on 12 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Optimizely. Prices change, so check optimizely.com before you buy.

optimizely.com/plans
optimizely.com/products/experimentation
optimizely.com/

# About ToolGPA

Who made this guide, what else is on the site, and how to cite it

**5,038**
Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at [toolgpa.com](toolgpa.com).

**5,038**
tools graded

**95**
categories

**739**
price changes on record

**579**
apps priced in 12 countries

## What else is on toolgpa.com

### Optimizely, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/optimizely

### How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

### Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

### Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

### Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

### Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

### Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

### Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

**Scan for the live page**

Prices and grades as they are today

### Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

```
ToolGPA, "Optimizely: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/optimizely
```

### Know someone choosing between website and product analytics tools?

Send them this guide:
toolgpa.com/tools/optimizely/guide

ToolGPA elsewhere: youtube.com/@toolgpa

# See our other guides

The best-graded website and product analytics tools after Optimizely, each with an Insider's Guide of its own.

### Website & Product Analytics Insider's Guide

Every one of the 59 website and product analytics tools we grade, compared

### Google Analytics Insider's Guide

Google's free website and app analytics, with a paid 360 tier

3.4 GPA

### Microsoft Clarity Insider's Guide

Free session recordings and heatmaps from Microsoft, no traffic cap

3.2 GPA

### PostHog Insider's Guide

Open-source product analytics with replays, flags and surveys

3.2 GPA

ToolGPA

## Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Optimizely's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Optimizely is a trademark of its owner, and this guide is not made, paid for or approved by Optimizely. Prices and plans change: check optimizely.com before you buy.